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The Pen Prophet

Vol. XIII

MARCH, 1915

No. 1

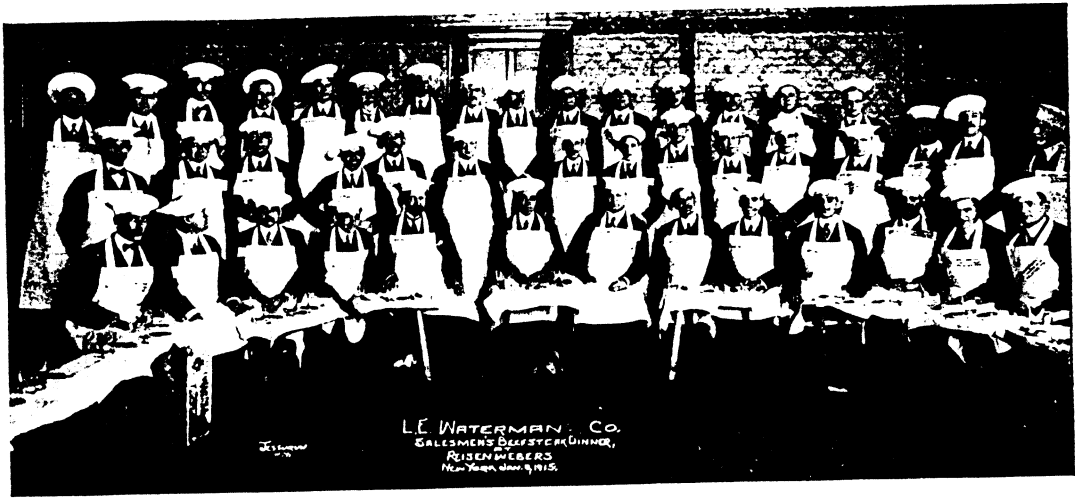
Published in the interests of the dealers and pen clerks selling

Waterman's Fountain Pen



Le Waterman Company, 173 Broadway, New York, N.Y.

WATERMAN'S IDEAL "KNIGHTS OF THE GRIP" HOLD ANNUAL BEEFSTEAK DINNER



ON the evening of January 8th, the Waterman's Ideal salesmen gave a beefsteak dinner at Reisenweber's, in New York. At this dinner much unsuspected latent talent was unearthed among the salesmen in their impersonations of leading lights in the administration of the Company's affairs. One amusing prank was the presentation of autos, watches and other prizes in miniature to "the boys" for various records attained. F. A. Kenny, Pacific Coast representative of the Company, wielded the gavel as toastmaster.

This dinner marked the conclusion of the salesmen's convention, which had been in session during the week, and which was attended by thirty-seven members of the sales force, representing the company in the United States.

On Thursday evening a theatre party was arranged, and the salesmen attended a performance of "It Pays to Advertise," one of the hits of the season, and in which Waterman's Ideals had special mention.

The boys are all now in their territories, and are prepared to give the trade the benefit of their discussion on co-operation with dealers and many other pen subjects.

The Pen  Prophet

Devoted to the education of money-making through the medium of
Waterman's Ideal Fountain Pen

Edited and Published by Educational Department

Waterman Company, 173 Broadway, New York, N.Y.

Vol. XIII MARCH, 1915 No. 1

HEAD OFFICE	
"The Pen Corner," 173 Broadway.....	New York
GOLD PEN FACTORY	
34-40 Fletcher Street.....	New York
RUBBER FACTORY	
Seymour.....	Conn.
INK FACTORY	
34-40 Fletcher Street.....	New York
BRANCH OFFICES AND SHOW ROOMS	
24 School Street.....	Boston
115 So. Clark Street.....	Chicago
17 Stockton Street.....	San Francisco
L. E. WATERMAN COMPANY, LIMITED	
107 Notre Dame Street, West.....	Montreal
FACTORY	
St. Lambert.....	Quebec
EUROPEAN OFFICES	
"The Pen Corner," Kingsway.....	London, W. C.
22 Rue Saint Augustin.....	Paris
Via Bossi 4.....	Milan
Bankstrasse 13.....	Dresden
Liechtensteinstrasse 155.....	Vienna
14 Rue de Pont Neuf.....	Brussels
Lowenstrasse 23.....	Zurich
Provenza 255.....	Barcelona
W. Angus Stuart, 350 George St.....	Sydney, N. S. W.
75 Mark Street.....	Brisbane
Collins Bros., Commerce St.....	Auckland
Csakyuteza 15.....	Budapest, V.
37 Mansion House Chambers.....	Cape Town
SOUTH AMERICAN OFFICE	
Calle Lima 480.....	Buenos Aires

"THE Pen Prophet" will be published oftener now. This is the first of a series of regular monthly issues, which we plan to improve as we progress, and at certain seasons there will be the usual special issues printed in colors.

"The Pen Prophet" is going to endeavor to give dealers and their clerks even a better understanding of Waterman's Ideals and the proper and profitable selling of them. With the great increase in the sale and use of Waterman's Ideals, we, and no doubt you, find a great increase in the problems arising in connection with the proper selling of the line and the suiting of a pen to the hand of the individual user.

You cannot accomplish this properly unless you are thoroughly familiar with the merchandise you are selling. Knowledge in detail is a profitable asset in this or any other line. You cannot sell anyone else until you are *sold yourself*.

The requirements and characters of writing are as varied as are the characteristics of human nature. Waterman's Ideal is an easy line to sell even with the smallest amount of understanding and training, and with some additional knowledge, which can be gained through these columns, and the other helps prepared by this Company, you can readily secure for your business not only greatly increased sales, but satisfied customers—the greatest asset any business has.

Handwriting is a combination of the rulings of the heart and the head; is peculiarly sensuous, and to satisfy a person with a pen that meets his particular requirements and is ready to use wherever wanted, is to win confidence for your stock and selling ability. With the Waterman's Ideals now in use there are millions of especially satisfied owners. They say so; they point to their pens with pride; and they write to us stating their satisfaction, from the four corners of the globe.

Through interest and by some specializing, you can earn the profits and win the confidence that can be had within the realm of your limits of business through concentration on the line and by co-operation with us. We believe in the importance of everyone playing his own part, and playing it well. It is the course that leads to bigger things, and when earnestly applied is the qualification that is necessary in the great business, social and political interests of the world today. Are you playing your particular part in everything you do? Are you establishing the foundation by specializing in each business interest that you have for the playing of the bigger things of the future? Try it out. It will pay you well. "The Pen Prophet" will help in its part whether it is a big or little item with you.

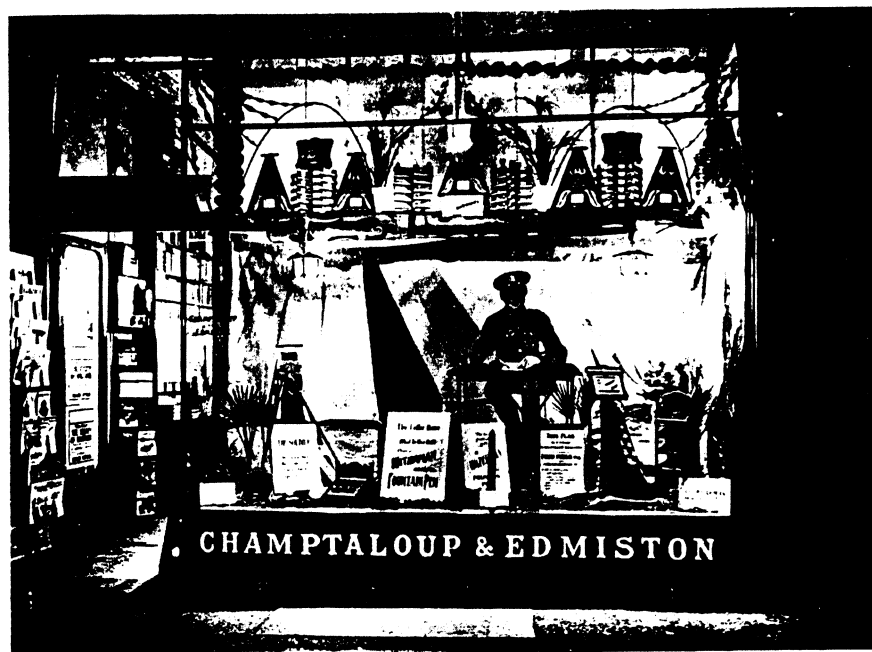
There's incomparable joy and delight Every time you desire to write. No matter whether you're rich or poor. This treasure will always a lifetime endure. You can fit your hand, and fit your purse; It will always grow better and never grow worse.

A blessing to all, both women and men Is Waterman's Ideal Fountain Pen.
—Contributed by Martin Levitt.



WIN: or the tie Waterman's we have rec'd soldier photograph

Ca AS rela of th tails daily about to be in a very made aware to be taken the arrival Finally the courteous g comparison see Captain assuring the kindness w they must four hours them in the ruhe comm ity of appri been captu purser's ro served, whi upon paying allowed ungratuity.



WINDOW display made by Champtaloup & Edmiston, of Auckland, N. Z., who are one of the leading office supply and stationery firms of that country. Even though business in New Zealand has been somewhat affected by the war conditions, it is learned that the results of such strong window displays as this one of Waterman's Ideal Fountain Pen bring splendid and profitable results. The description we have received of this window display, with its colored flags, green grass and khaki-clad soldiers, shows that considerable of the actual effect is lost in the process of photographing.

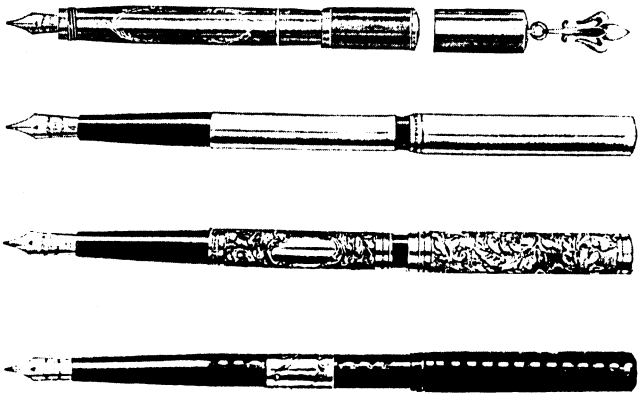
Capture of the Vandyck

AS related by Purser Peter S. Hansen, of the steamship Vandyck, the details of capture have appeared in the daily papers, excepting the incident about to be related. The passengers were in a very nervous state when they were made aware of the fact that their ship was to be taken by the Germans, and awaited the arrival of the launch with great anxiety. Finally the boat arrived and a party of courteous gentlemen came aboard, in gaily comparisoned uniforms. They asked to see Captain Cadogan of the Vandyck, after assuring the passengers and crew that only kindness would be shown to them, but that they must leave their ship within twenty-four hours. Captain Cadogan received them in the main saloon, where the Karlsruhe commander went through the formality of apprising Cadogan that his ship had been captured. Then all retired to the purser's room, where refreshments were served, which the German officers insisted upon paying for, stating that they were not allowed under severe penalty to receive any gratuity.

Refreshments having been served, the signing over of the ship under conditions of war was carried out, and all that remained was the signing of the papers. The first one to attempt to sign was the captain of the Karlsruhe, who drew out his fountain pen, but, alas! it would not write. Then he called upon two others of his officers, and their pens refused to respond. Finally Purser Peter S. Hansen, of the Vandyck, offered his pen, so that the papers were eventually drawn up. Then the captain of the Karlsruhe asked Purser Hansen where he had obtained such a good pen. Hansen replied, "In New York, when I was there last." Upon being asked whose make it was, Hansen replied: "It is a WATERMAN, and I paid \$3.50 for it; but I will esteem it a personal honor if you will accept it from me." Again did the commander remind Mr. Hansen that it was the imperial order that no gifts be accepted, but said, "If you will sell it, I will put my price upon it." Purser Hansen acquiesced reluctantly, and received a gold sovereign in return for his WATERMAN pen.

Waterman's Ideal Fountain Pen

For presentation on special occasions and to people of culture, nothing is as fitting as a Waterman's Ideal. Its quality and dignity recommend it. In the finely gold and silver mounted styles, of which there is a large variety, it is a suitable gift. It takes the place of medals and similar honors because it is more conspicuous, is constantly useful and lasts for years. A few mounted styles are here suggested.



- NO. 412 1 1/2 V.S. Safety Type Senting Silver
 - NO. 514 14 Kt. Gold
 - NO. 515 14 Kt. Gold
 - NO. 516 14 Kt. Gold
 - NO. 517 14 Kt. Gold
- Full Scroll Design** Price, \$30.00 With 14-Kt. gold Clip-on-Cap, \$2.00 extra.
- Plain Design** Price, \$55.00 With 14-Kt. gold Clip-on-Cap, \$2.00 extra.
- Majestic Design** Price, \$100.00 With 14-Kt. gold Clip-on-Cap, \$2.00 extra.
- Scroll Design Middle Band** Price, \$100.00 With 14-Kt. gold Clip-on-Cap, \$2.00 extra.

Waterman's Ideal Fountain Pen



A positive protection against loss of pen from pocket. A strong clip, substantially made and permanently attached to the caps of *Waterman's Ideals* when desired. Grips pocket firmly—does not wear, tear or soil the clothing. Prevents pens from rolling off of desk or table and is practically a decoration to the complete pen.

Illustrating Clip-on-Cap **CLIP-CAP** Prices

- (Extra to cost of complete pen or separate cap)
 - German Silver, 25c. Rolled Gold, \$1.00
 - Sterling Silver, 50c. Solid Gold, \$2.00
- Smaller Size Clips, at above prices, can also be attached to Safety Pens, where desired

WATERMAN'S IDEAL INK

Without reservation the best ink made for *Fountain Pen and General Use*

Free-flowing, non-setting, rich and permanent.



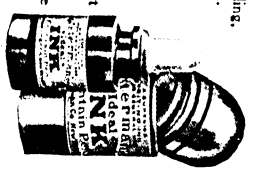
Made in all colors. In various sizes: 2 oz. to 6 oz. 1/2 pint—Pint—Quart Gallon

The Traveler's Style shown is the only mailable ink package. Its safe.

For Desk Use 25c.

For Traveling Use 25c.

The Traveler's Style is mailable at 8c. additional.

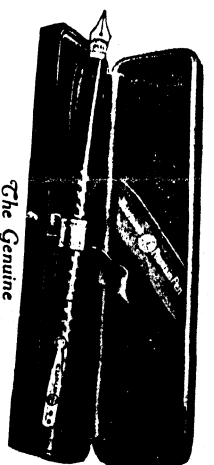


Waterman's Ideal Fountain Pen

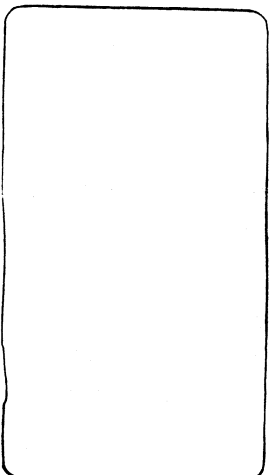


The Standard Pen

For your own writing comfort and business use, or as a practical gift, we recommend *Waterman's Ideals* because of their known superior quality and a responsible guarantee. Users of this pen have the world's best to-day, and if to-morrow can improve the slightest detail, *Waterman's Ideal* will lead. The gold pens have smooth writing qualities and are hard iridium tipped to last many years. We are particular to help you select the right style pen for the occasion, and with the right kind of a pen point for the person to use it, and will exchange it, if necessary, until suited. Peculiar and technical requirements specified. We have a representative stock for you to try and from which to select. Each pen is handsonly used and every detail in conformity with the high *Waterman's Ideal* Quality, Service, Honor, Strength



The Genuine



FORM NO. 411

To Our Friends the Pen Sellers

IN all issues, under the above heading, we devote certain space, particularly for our friends who sell the pens over the counter from day to day, for the better acquaintance of our product with this branch of our associates, with the point in view that your daily contact with the purchasing public may teach to you such fountain pen knowledge as is necessary of an article of daily use. Therefore, that certain features in the conduct of your fountain pen department may be so clearly indicated that the information gained will make you the possessor of such knowledge in this line that the result will be increased value to your proprietor and larger profits for your department.

We, therefore, take great pleasure—in continuing this department of our publication for our friends, the *pen sellers*, who make the connecting link between Waterman's Ideal Fountain Pen—its advertising—and the consuming public—to congratulate you upon the wonderful support given us in the past, and trust we may come closer together for the mutual benefit of all concerned.

Any suggestions on your part to make these columns of greater value to you, and all, will be heartily appreciated by

Yours very cordially,
L. E. WATERMAN COMPANY.

Thousands of people will make the trip to California during 1915. Each should carry a Waterman's Ideal and a Traveler's Filler. Watch the personals in your local papers and drop a line to those who are going to make the journey, wishing them a pleasant trip and suggesting a Waterman's Ideal as a useful and necessary companion.

For your local advertising, we are prepared to furnish without charge a great variety of electrotypes with seasonable copy for your use. We have prepared an electrotype booklet showing proofs of most of these cuts. If you are interested, send for this booklet and make your selection.

Our new type of Pocket Self-Filler will prove interesting to those of our dealers who have a demand for self-filling pens. The new type contains all the famous features of the other types, with the additional patented and improved filling device—"The Lever that Locks" (see page 8).

Include Waterman's Ideals in your Easter display. They are always seasonable and will well repay you for any window space devoted to them. If you require display material, please advise us. Do not use your stock for display purposes, as the strong light will ruin the holders.

Many additional sales can be made by clerks who are on the alert for opportunities to offer Waterman's Ideals fitted with special points for Manifolding, Bookkeeping, Stenography and Music Writing.

Many of your customers are engaged in a profession or occupation that makes it desirable that they be fitted with a Waterman's Ideal with a pen point suited for their work.

Waterman's Ideals are made in types and styles to suit any hand and fill any requirement.

In the selling of Waterman's Ideals, remember that no other pen contains the famous Spoon Feed, which is the most successful patented feature ever introduced for any writing implement. It prevents overflow and underflow and is a safeguard of the ink that is carried in the pocket and used in writing. Remember, that still more important than how you get ink in a fountain pen is how you get it *out*.

The gold pens in Waterman's Ideals are the most carefully and perfectly made in the world. They are strong and durable, and tipped with the highest grade of hard iridium, which, barring accident, insures a lifetime of usage. The degrees of writing points cover everything that is demanded for any handwriting. Every point is ground to the highest degree of perfection.

For some time we have been issuing a weekly war bulletin picture sheet, which has been sent regularly to some of our dealers who requested it from our previous notice. A change of style was recently contemplated, but from the many kind reports sent us from the trade we have decided not to change, and will therefore continue, at least for a few more weeks, the present style of bulletin, which we trust will be satisfactory.

Home Address Wanted

We learn that in some stores the copies of our house organ, "The Pen Prophet," and other literature do not reach the one who is interested in the selling of the pens. We would appreciate it, therefore, where convenient and satisfactory, that the proprietor or clerks send us their full name, and we will address such literature or materials directly to the party interested, and if it is preferred to go to the home address of the sales people, we will send it there instead of to the store, or send it to both places if preferred.

Please send us your advices and wishes along this line, and the information will be carefully recorded and followed here at headquarters.

Education

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Educational Course in Pen Manufacture To Be Repeated in May

THE success of our Summer Course in Pen Manufacture and Salesmanship, held in July of last year, has led to our receiving many requests to again extend a general invitation to the trade to attend another course. This we have decided to do, and are now planning to hold the first class in May. The exact date will be announced in the April issue of "The Pen Prophet."

The course will cover three days. The first day will be devoted to a general inspection of the Company's headquarters at "The Pen Corner," followed by a trip through our New York gold pen and ink factories, where the process of manufacture will be carefully explained. The second day will be spent in listening to a series of talks by department heads, covering the various problems with which the pen seller comes in contact; also new ideas in advertising, window displays and selling methods will be presented. On the third day those attending will make the trip to the Company's rubber mill and factories at Seymour, Conn., where the different processes, from the crude rubber to the finished pen holder, will be shown and explained.

Every interested dealer or pen clerk should make an effort to attend this class. Gratifying results were received in the way of mutually increased business from most of those who attended our first course.

We extend a cordial invitation to every retail dealer and pen clerk to attend this three-day course. Last year many dealers sent an interested clerk to New York especially for this class.

Full details will be announced in our April issue and in the trade papers.

If you are interested, write us promptly.

This is an attractive little lithographed sign in colors, and fitted with easel back. Size 13 inches wide by 9½ inches high. One which will show up distinctly in a window display or will attract attention to Waterman's Ideals when displayed on the counters in any store.

If you have not received one of these signs we will be glad to mail one with your next order.

New York Stationers Attend California Society Dinner

Message Sent to California Stationers Via Special Direct Wire.

A party of representative New York Stationers attended and formed a Stationers' Table at the Twelfth Annual Banquet of the California Society of New York on Saturday night, February 20th, at the St. Regis. The party, consisting of the below-mentioned members of the National Association of Stationers and Manufacturers, were the guests of Mr. Frank D. Waterman, one of the Vice-Presidents of the California Society.

President Chas. A. Lent, being ill, was unable to attend with the other stationers.

Mr. Clarence H. Mackay, President of the Postal Telegraph Company, is also the President of the New York California Society, and on the occasion of this Banquet had installed in the Banquet Room a special wire, direct to Old Faithful Inn at the Panama-Pacific Exposition, and which was placed at the disposal of the members for the sending of special messages and the receiving of instantaneous replies. Among the telegrams sent was the following:

Mr. H. J. Stratford.

429 Market Street.

San Francisco, Calif.

With best wishes for successful exposition from the Stationers assembled at the California Society Dinner, New York. We all expect to visit you and attend the 1915 convention of the National Association of Stationers and Manufacturers.

Chas. A. Lent, President.

(Signed)

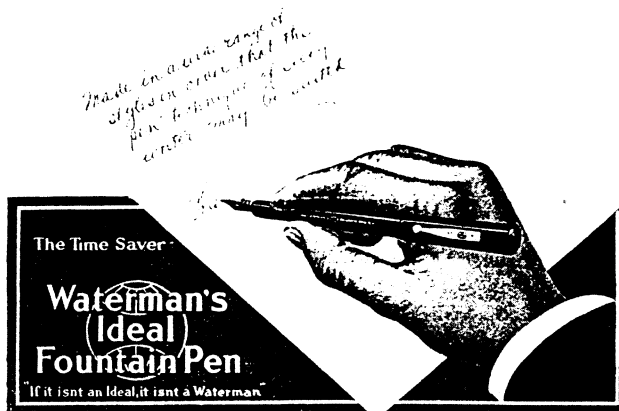
Frank D. Waterman, John Brewer,

Mortimer W. Byers, E. V. Brokaw,

Harry W. Rogers, L. H. Bigelow,

Theo. L. C. Gerry, J. Frank McDonald.

Easel Sign No. 80



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Fancy dress costume which won first prize at a roller skating carnival in Drummoyne, Sydney, N. S. W. The head-dress was very effective owing to an installation of several electric lights in same. The lady in the picture is Miss Howley, daughter of one of our customers in the suburbs of Sydney.

The Consumption of Ink

Based upon the quantity of ink used by the pupils in the schools in the City of Buffalo, we find that there are nearly 700,000 gallons of ink annually consumed in the schools of the United States alone. Just think what quantities are consumed by the entire population! It is stupendous!

Of all the buyers and consumers of ink, there is an increasingly large number who are insistent upon having the best grade of ink that can be made. For instance, in the school system of Buffalo 1,000 quarts of a superior grade are used for the teachers and principals for the annual examinations.

After having accomplished, a number of years ago, the making of the highest grade ink that can possibly be produced, which is Waterman's Ideal Ink as it is to-day, it soon became popular with the discriminating buyers, with the result that it is one of

the most popular quality inks sold in the American market now. It is specifically called for in the supplies of the government, railroads, banking institutions, school boards, etc. Have you ever gone after the ink business on a quality basis? Have you ever bid on ink supplies for large consumers? Study out who they are in your locality. Furnish them with a sample of Waterman's Ideal Ink, if you wish, and we will supply it for you. You will find that considerable business can be had, that you will get the re-orders, and find it a credit and a profit-earner in comparison with its known trademark, Waterman's Ideal.

Pen Deadlier Than Sword in Kansas

The Kansas Board of Health, apparently, has doomed the innocent-appearing public pen holder. The board is gathering pen holders with teeth marks on them, and its laboratory is going to prove that it is a colossal carrier of disease and death, and must therefore be abolished. Kansas dealers please take notice, and stock up on Waterman's Ideals for the rush.

Original Advertising

PEN POINT 59 Miller's Discovery

Air brake applied to Fountain Pen—

Prevents ink from slobbering—

See Mr. Miller—

Buy his knowledge with your purchases.

Mr. Miller is an expert on Fountain Pen Repairs.

E. P. Miller,

JEWELRY SHOP

So. Pearl, cor. Hudson Ave.

All Styles Ideal
Waterman Fountain Pens

The above is one of a series of advertisements which are being run by our customer, Mr. E. P. Miller, of Albany, N. Y., with very satisfactory results. The copy is changed daily.



F
DURING

burglars have instance increased to reason four doubt due to represent the negotiable stationery st

Precaution should be taken always occur. The most serious pen stock in the store in thefts can result for the thief through which This can be who are apparently unknown papers' representation. investigation, precaution nearly every itinerant peddler to sell. In those offering manner never

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Window Display Cut-out
No. 68

We illustrate here our plant cut-out centerpiece or background. This is lithographed in seven colors and die-cut on the printing lines. It illustrates in an interesting manner our factories Nos. 1, 2 and 3. It is shipped flat, and is readily opened and set up in various positions, according to the size of the window or space in which the display is desired to be made. This outfit makes almost a complete window display in itself, but as a centerpiece is especially good and makes a very attractive display. Supplied to our dealers upon request.

Fountain Pen Thefts

DURING the past year the number of burglaries in which fountain pens have been taken (almost in every instance from stationery stores) has increased to a considerable degree. The reason fountain pens are selected is no doubt due to the fact that they as a rule represent the most expensive and most negotiable article carried in the average stationery store.

Precautions to prevent these burglaries should be taken by the trade. They most always occur after closing hours at night. The most simple suggestion is to place your pen stock in the safe during the hours that the store is closed. Furthermore, these thefts can no doubt be made unprofitable for the thieves if the avenues are closed through which the merchandise is sold. This can be brought about by merchants who are approached to purchase pens from unknown parties or other than manufacturers' representatives. Make a thorough investigation, and at the same time use the precaution of calling in the police, for in nearly every town there is a law against itinerant peddlers unless they have a license to sell. It has been our experience that those offering our pens to dealers in this manner never have such a license.

It also should be assumed that a person offering pens, pencils, cameras, knives or anything for sale should be able to satisfactorily account for its possession. In most cases this represents a bill of sale, which every merchant should have the right to demand before attempting to buy any goods.

Petty thievery, which is also common, whereby a pen or two is taken, can be

stopped providing our merchants in serving prospective customers will decide to confine the number of pens shown to a certain quantity, so that when the sale is consummated they will receive from the counter the full number of pens which had been placed on display, less those for which the purchaser pays.

Should any merchant come into possession of any Waterman's Ideal Fountain Pens which he has reason to believe are stolen, we would suggest that two or three of them be sent to us at once for an inspection, for in the majority of cases, through our private-mark system, we can tell to whom these pens were originally shipped by us, in which manner we may be able to associate them with a robbery, as we keep a complete record of all stolen stocks. In this respect would suggest, should any dealer have a burglary, that he notify us at once, stating the number of pens taken, also any other merchandise, and describe the method of robbery, and if the entry was made through the doorway, window, skylight or fanlight, or whether it was accomplished by sneak thieves during the day time. This is quite important.

The Waterman's Ideal "makes its mark 'round the world":

Unfailing it meets all demands:
While cheap imitations make most of *their* marks
On the purchaser's *pocket and hands*.

How much does a Leaky Fountain cost?
Answer.—Its original cost plus the cost of repairs—and of the clothing it ruins.

NEW TYPE
POCKET SELF-FILLER




Waterman's  Fountain Pen

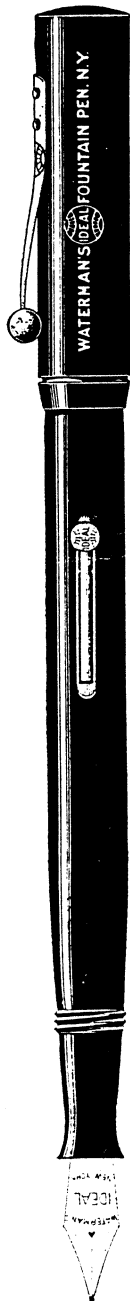
FILLED BY LEVER DEVICE THAT LOCKS

This pen has all the superior qualities and patented parts of the Regular Type of Waterman's Ideals, in addition to being so made that it can readily be filled direct from any ink supply by the convenient Ideal Lever in less time than it takes to tell about it.

Made in the following Sizes and Styles:

No. 12	Plain and Chased Holders	\$2.50
No. 12 G.M.	Engraved Bands on Chased Holders	- - - 3.50
No. 412	Silver, Gothic Pattern	- - 5.00
No. 0512	Gold Filled, Gothic Pattern	10.00
No. 14	Plain and Chased Holders	4.00
No. 14 G.M.	Engraved Bands on Chased Holders	- - - 5.00
No. 414	Silver, Gothic Pattern	- - 7.50
No. 0514	Gold Filled, Gothic Pattern	12.50
No. 15	Plain and Chased Holders	5.00
No. 15 G.M.	Engraved Bands on Chased Holders	- - - 6.00
No. 16	Plain and Chased Holders	6.00
No. 16 G.M.	Engraved Bands on Chased Holders	- - - 7.00

When you raise the  lever you empty the ink tube.
When you lower the  lever you fill the ink tube.
When you snap down the  lever you lock the ink tube.



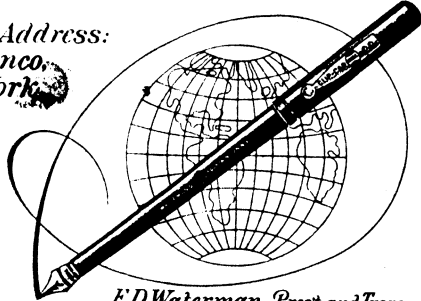
PLAIN
STYLE



G.M.
STYLE

Waterman's Fountain Pen

Cable Address:
Leupenco,
New York



F.D. Waterman, Pres. and Treas.
L.E. Waterman, Vice Pres.
F.S. Waterman, Auditor.
W.I. Ferris, Secy.

"The Pen Corner"

L.E. Waterman Company,

173 Broadway

New York, N.Y.

Reply Ref: EG-2.

Jan. 30th, 1915.

Mr. Wm. R. Barstow,
Oakland, Cal.
Dear Sir:-

In the belief that you would be interested in it, we sent you a copy of our catalogue and discount sheet, and wrote enclosing suggested assortment of Waterman's Ideal Fountain Pens, expecting to have the pleasure of hearing from you with an order, but do not seem to have received any reply.

Possibly our letter or catalogue with trade terms failed to reach you. If so, kindly advise us and we will immediately send duplicates because we want you to be thoroughly posted on our method of doing business.

In buying our pens you take no risk whatever, because we protect you from cut price competition, and, furthermore agree to buy back the goods at the price paid in the event of any feeling of dissatisfaction on your part.

Moreover, on certain assortment we loan handsome cherry or oak show-cases, for display purposes, to say nothing of a liberal



supply of advertising matter, such as Enamel Signs, Car Cards, Display Signs, Booklets, Posters, Hangers, Electro-types, etc., which in conjunction with our general advertising cannot fail but benefit you, if you will carry a reasonable assortment.

Mr. Wm. R. Barstow,--2.

Jan. 30th, 1915.

If, however, there is anything that is not quite clear to you, or if the suggested orders which we submitted with our first letters are not such as you feel would suit you, you are at perfect liberty to alter them to suit your own requirements or we will furnish other suggestions with any additional information you may require.

Hoping you will be able to accomodate us with some New York names as requested in our last letter, and awaiting with interest your further commands, we remain

Yours very truly,

J.H.E.

L.E. WATERMAN COMPANY.

J. H. Eggers.